
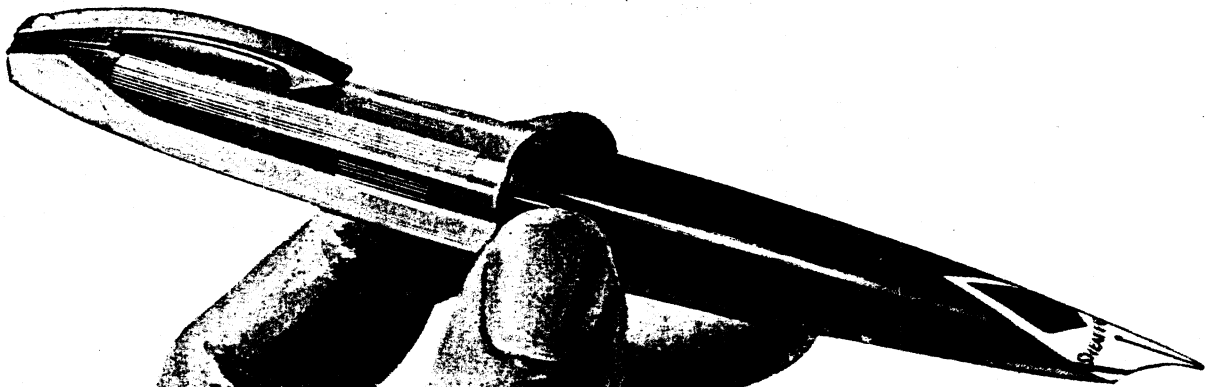


August, 1957

**BOLD  
NEW PEN   
DESIGNED  
FOR MEN**



*Sheaffer's* **PFM**  
Pen For Men

## Sheaffer's PFM I

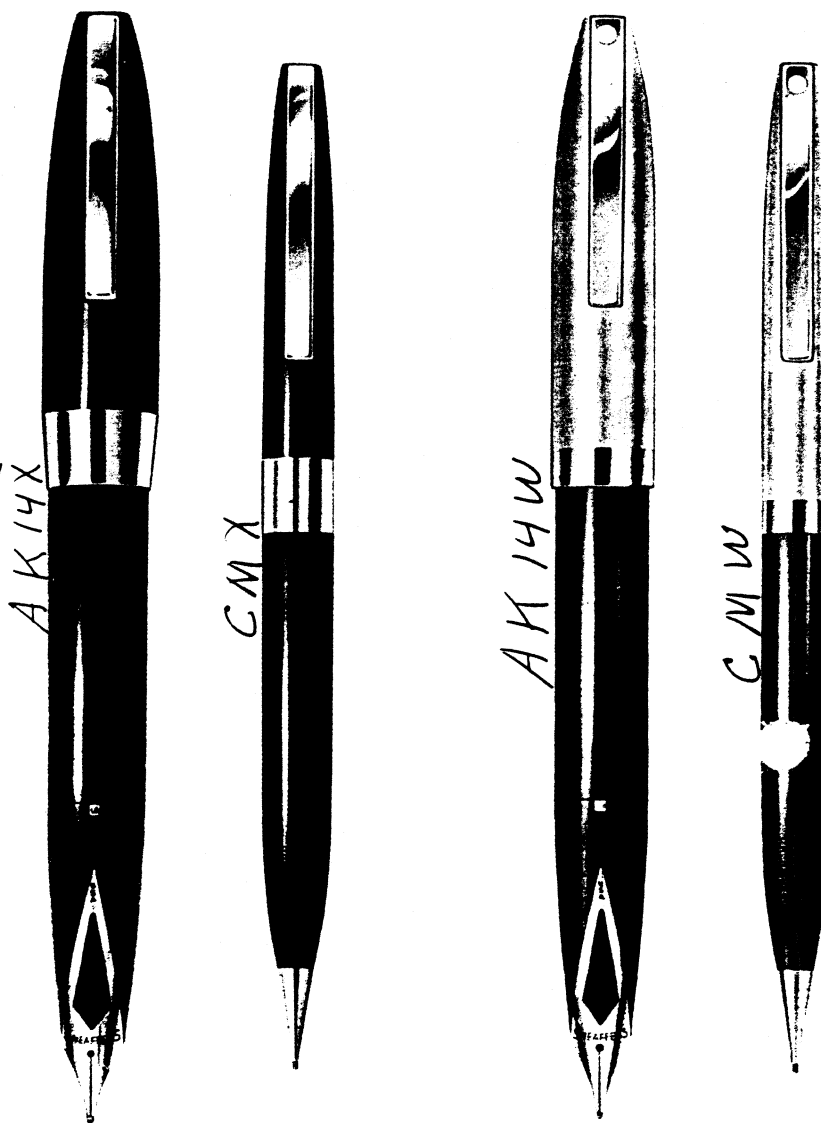
Plastic cap and barrel in matching color with handsome stainless steel clip and  $\frac{3}{8}$  inch band. Pen point is palladium silver. Pencil tip is chrome-plated. Pen, \$10.00; pencil, \$4.95; set, in striking gift box lined in gold satin, \$14.95.

## Sheaffer's PFM

Cap of frosted stainless steel plastic barrel. Clip and  $\frac{3}{8}$  inch band are polished stainless steel. Palladium silver pen point. Pencil tip chrome-plated. Pen, \$12.00; pencil, \$5.00; set, packaged in gold satin lined gift box, \$17.50.

# *Introducing* the pen designed exclusively for men!

Never before has a pen so startlingly new been introduced to the public. Incorporating features that only Sheaffer could perfect — this is the complete pen for today's active man. Available with matching pencil!



# America's newest and

*the perfect gift to give...and receive*

# SHEAFFER'S

SHEAFFER PENS...MAICO HEARING AIDS



## Sheaffer's PFM III

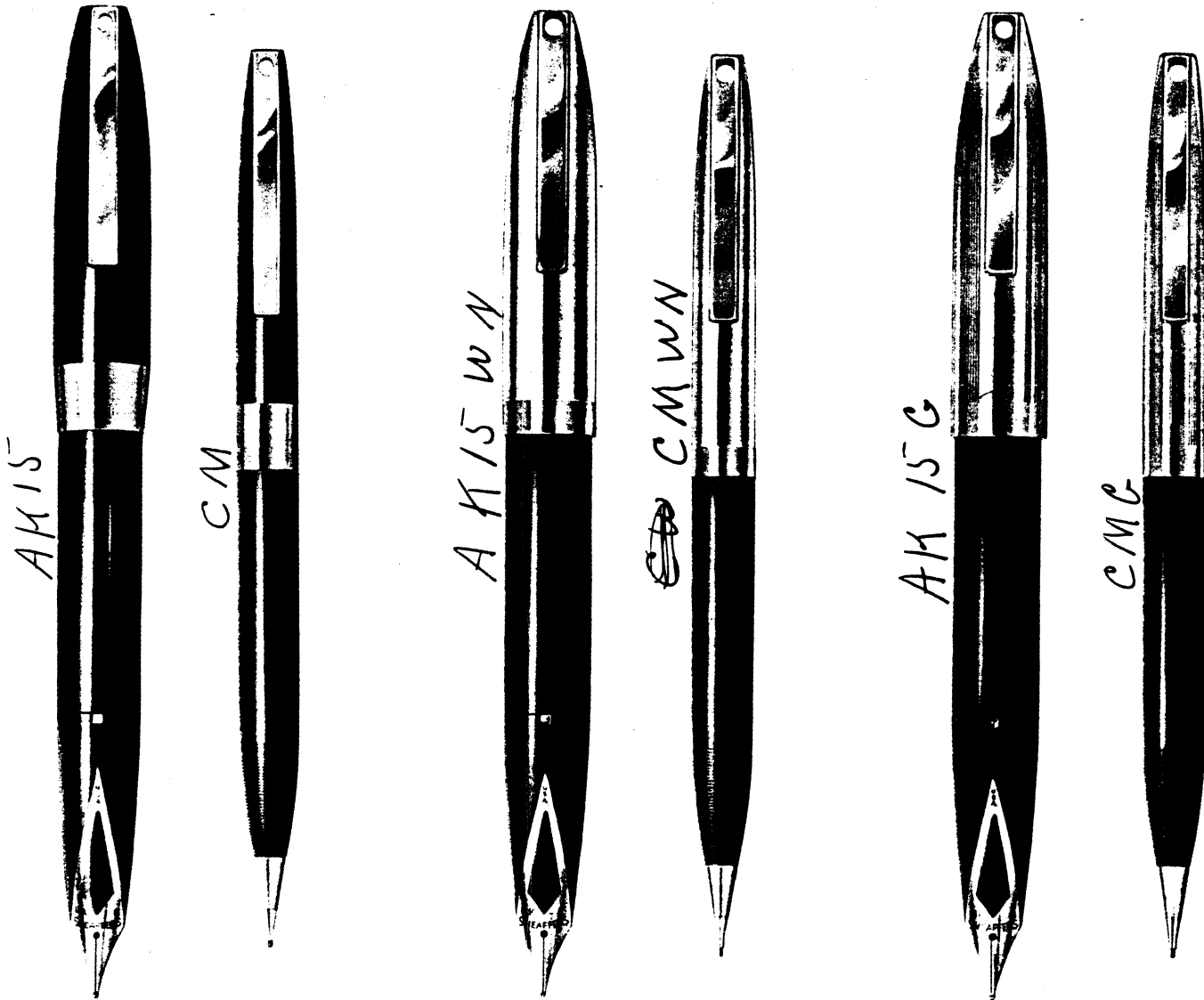
Matching colored plastic cap and barrel with  $\frac{3}{8}$  inch gold-filled band and gold clip. Pen point is 14kt. gold. Pencil tip is two-piece gold-plated and stainless steel. Pen, \$15.00; pencil, \$5.00; set, in gift box with gold satin lining, \$20.00.

## Sheaffer's PFM IV

Plastic barrel with cap of polished stainless steel. Gold-filled clip and  $\frac{3}{8}$  inch band. Pen point is 14kt. gold. Pencil tip is two-piece gold-plated and stainless steel. Pen, \$20.00; pencil, \$7.50; set, in handsome white velvet-lined case, \$27.50.

## Sheaffer's PFM V

Chased cap and clip are gold-filled. Barrel is plastic. Pen point is 14kt. gold. Pencil tip is two-piece gold-plated and stainless steel. Pen, \$25.00 FTI; pencil, \$10.00 FTI; set, richly displayed in gift box lined in white velvet, \$35.00 FTI.

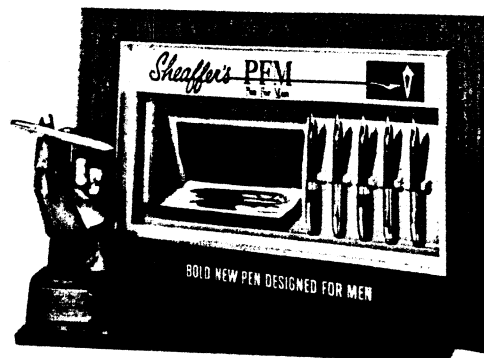


# and finest pen



**SHEAFFER'S PFM V PEN-AND-PENCIL SET** makes a handsome display in distinctive black pebble-grained gift box lined in white velvet. Set illustrated, \$35.00 FTI.

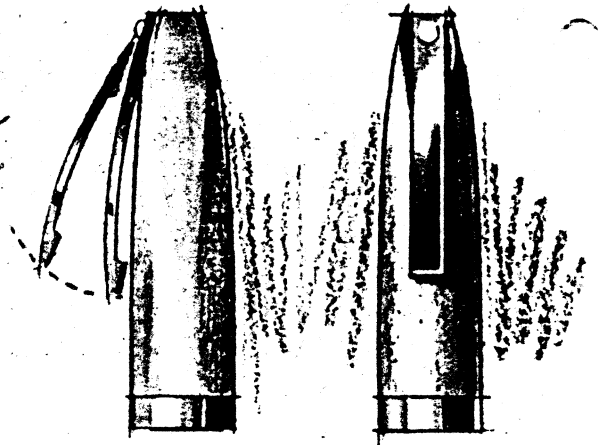
**PFM COUNTER MERCHANDISER**—This handsome three-dimensional display is 22" x 14" with plastic window and walnut grain finish on black composition base. Sculptured hand holds mock-up of PFM Pen (antique bronze finish). Easily removable back panel serves as display tray, holds all five PFM models and gift-boxed PFM set.



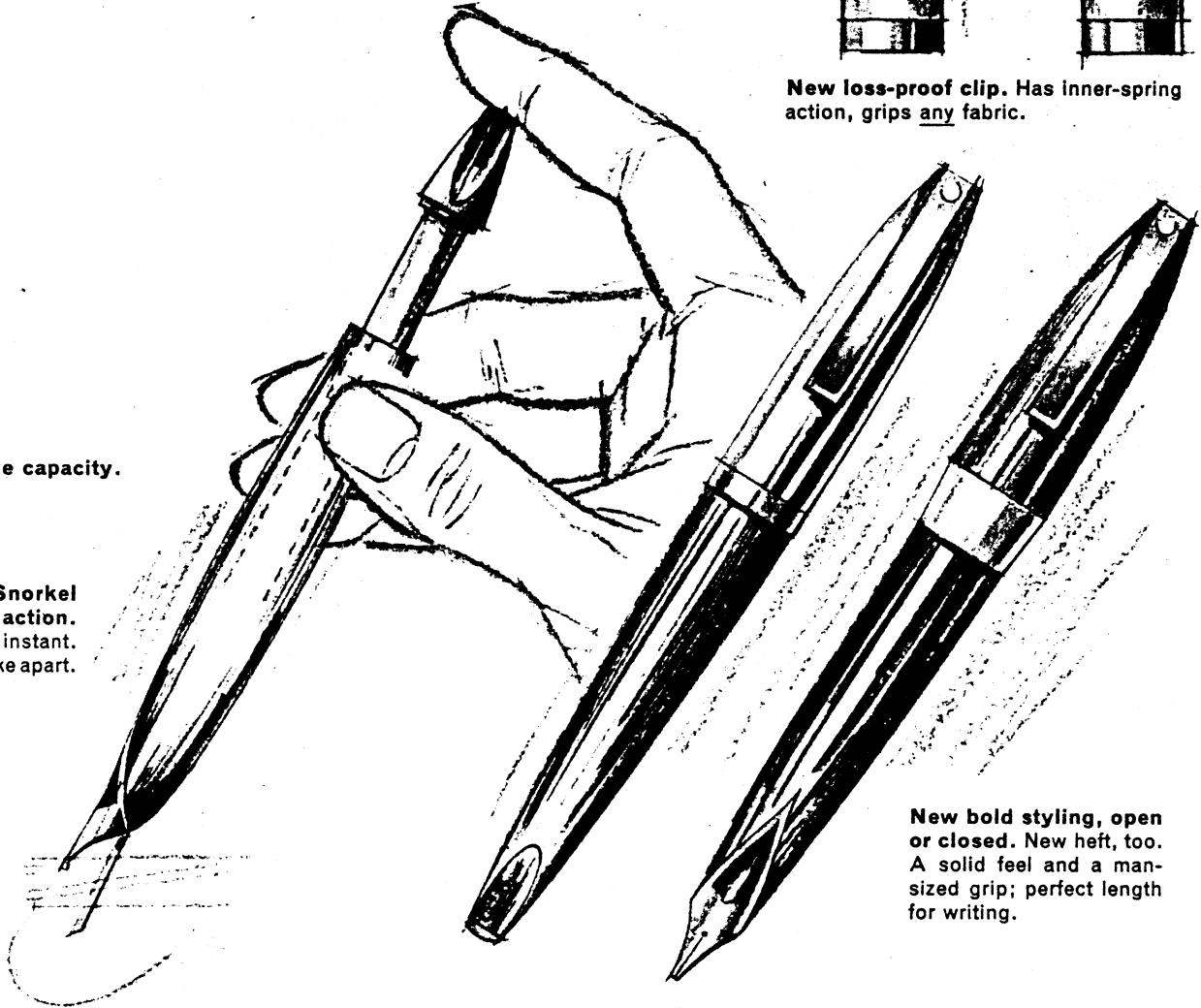
# NO OTHER PEN HAS SO MANY NEW, EXCITING, PRESTIGE FEATURES!



New inlaid points of palladium silver or 14kt. gold—world's only inlaid point, built to take man-sized pressure, writes with true character.



New loss-proof clip. Has inner-spring action, grips any fabric.

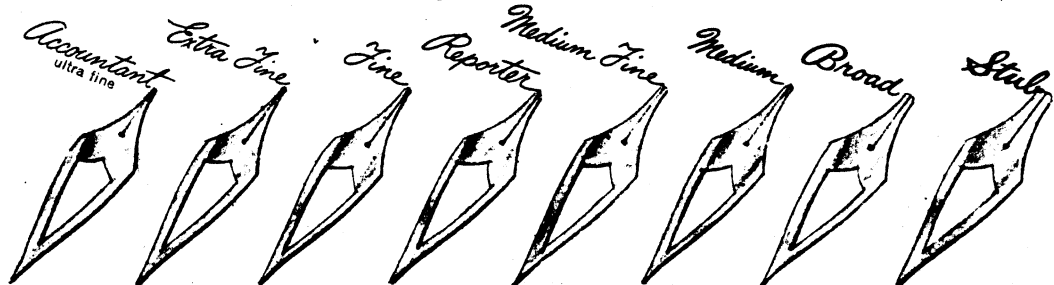


New massive capacity.

Exclusive Snorkel Pen filling action. Clean, sure, instant. Nothing to take apart.

New bold styling, open or closed. New height, too. A solid feel and a man-sized grip; perfect length for writing.

Choice of 8 distinctive point styles, each with Sheaffer's exclusive *osmiridium* tip.



New trimness. Fits straight up-and-down, even in a man's shirt pocket. Matching pencil makes a perfect combination.

4 exciting colors



Black



Blue



Green



Burgundy